Finance and Information Technology



Monthly Report / June 2012

Sonali Bose

STATUS OF MAJOR PROJECTS

- Medallion Permits: One total permits was issued during the month of June. 0 transferable permits were sold, 0 non-transferable permits were issued to a driver at the top of the waiting list, and one non-transferable ramp permit was issued to a driver at the top of the waiting list.
- Taxi Advisory Council: A TAC meeting was held on June 11, 2012. In this meeting, proposed
 miscellaneous legislation and color scheme standards was scheduled to be discussed, but the TAC was
 focused on the Uber software application and how it affects the taxi industry as well as the TAC's role
 both now and in the future. At this meeting, based on a 5-4 vote, the TAC voted to disband itself.
 Council Liaison noted that TAC must still complete its tasks related to medallion reform before
 disbanding.
- **Field Enforcement:** During the month of June taxi investigators conducted daily field enforcement, including issuing 15 white zone citations for illegally parked limousines. Also three unlicensed bandit cabs were cited for operating without a permit.
- Taxi Technology: Taxi Services met with the SFMTA Information Technology division, as well as personnel from the Mayor's office to discuss plans to develop an electronic taxi hailing application that is expected to improve dispatch service by directly connecting passengers to vehicles on a map, which will give assurances to the customer about their ability to obtain a ride, and security to a driver to know that he/she will obtain a guaranteed fare.
- **Single Operator Permits:** The single operator program continues to move forward as staff refines the seniority list and verifies its accuracy in order begin the program. A meeting has been scheduled for July 2, 2012 with the first applicants for a permit. The program is expected to begin full service during the early part of July.
- **Grants:** On June 19, 2012 Taxi Services appeared before the Plans and Programs Committee regarding its alternative fuel vehicle grant which would allow the SFMTA to give rebate incentives to companies that purchase new hybrid or CNG vehicles for their fleet. The grant would provide funding for 24 Hybrid or CNG vehicles to receive a rebate of \$2,000.00 each, and five Accessible CNG vehicles to receive a rebate of \$3,900.00 each. This grant is part of a larger package. The Committee decided to delay the project because the committee members requested that more information be presented regarding the decision to not fund the Bayview Shuttle program as part of this package.
- **Town Halls:** On June 12, 2012, Taxi Services held Town Hall Meetings (6 hours total) to discuss with the industry issues regarding the Board of Appeals process, miscellaneous legislation that was presented before the SFMTA Board on June 5, and various Color Scheme Standards.
- Battery Switch/Electric Vehicles: Taxi services along with members of the Grants division and Better
 Place met with Caltrans, the Department of Transportation, and FHWA to discuss the PE obligation
 request, and to update them on the status of the Better Place Battery Switch Project and the Electric



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Vehicle procurement project. The grants division updated the necessary documentation. FHWA would like a new set of emissions calculations for both projects. The one problem that came up is that the FHWA has suggested that the funds for vehicle procurement may possibly not go toward purchase of the entire vehicle but rather only cover the cost differential between the current vehicle and the electric vehicle. Discussion will continue.

- Miscellaneous Meetings: Taxi Services met with representatives of Limos.com as they attempt to bring
 an Uber like app into the San Francisco market. They claim that what differentiates them from Uber are
 published set rates, as well as the fact that the app arranges rides on an incremental scale of 15, 30 or
 45 minutes. These meetings are key to gathering more information on various competitors and
 transportation ideas that are moving forward.
- Board Meeting: On June 5, 2012, taxi services presented several items to the SFMTA Board. The Board approved an extensive series of amendments to the Transportation Code including: Setting the minimum rate that a taxi company may charge a driver for credit or debit card payment processing from 5 percent to 3.5 percent; Requiring that by December 31, all taxi color companies must implement a system that generates electronic trip data, or affiliate with a dispatch service that provides such a system. This will eliminate the requirement that drivers and medallion holders maintain paper waybills to document taxi trips, and require that the companies provide drivers with the electronic data.
- Taxi Company Audit: After meeting with the Deputy Director of Taxi Services, the Controller's office has begun an audit of three taxi companies, which will give insight and information to the agency regarding the logistics, accounting practices, and financial status of taxi companies and will help when determining the potential viability of new taxi companies.
- Medallion Exchange: Taxi Services is currently in the process of exchanging the 2012 medallion for the new 2013 versions. All involved have helped to make this a success in a short period of time. Taxi Services would also like to thank our light duty employee Shawna Pitts, a Trolley Coach operator for the SFMTA, for her assistance in filing and managing the 1,535 permits for redistribution.

PERFORMANCE MEASURES

MISCELLANEOUS

• **311 Complaints:** This information continues to remain unavailable. There has been a computer error making it difficult to obtain specific data from 311 for the month of June. Based upon what we have gathered so far, there appears to have been **121** complaints and **1** compliment for the month of June. Thank You

311 Complaints	Number
Accident Involving injury	
Accident Non-Emergency	
Failure to Comply	
Fare Refusal	

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Impaired Driver	
Meter Unavailable	
No Show	
Other	
Overcharging	
Rude/Discourteous	
Unsafe Driving	
Vehicle Condition	
Violence/Physical	
Altercation	
Compliment	
Lost and Found	
Unpermitted Cab	
Total	

• Non-311 Complaints: There were a total of 27 non-311 complaints during the month of June.

Non-311 Complaints	Number
Rude/Discourteous	14
Unsafe Driving	6
Muni Drive Cam Incidents	0
Other/ Fare Refusal/ Refuse Credit Card	8
Dispatch Complaint	3
Total	31

COMPLAINT RESOLUTION

311 Complaints	Number
Closed	83
Non-311 Complaints Closed	31
Total	114

PERMITS

Permit Action	Number
New Driver Permits Issued	42



\$ 1,525,000.00

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Medallions Issued to Applicants	
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Driver Fund Revenue from Medallion FY 2011-2012:

Medallion Sales Pilot Program Revenues

Net Medallion Sale Revenue FY 2011-2012: \$ 7,934,500.00

DRIVER TRAINING

Passed	50
Failed	10
Total Attendees	60

INVESTIGATIONS

Type of Investigation	Number of Investigations
Color Scheme	26
Permit Applicants	7
Medallion Holders	58
Drivers	2
Complaints	2
Other	0
Regulatory	1
Total	96

Citations/Admonishments	
60	

HEARINGS

Type of Hearing	Number of Hearings
Operating without a permit	2
Regulatory Violation (Waybill Format)	1
Qualification Hearing on Denial	1
Board of Appeals	0



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DIRECTOR OF TRANSPORTATION – Assistance Required		

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